

Capitalizing on CBA membership

CBA's success depends greatly on the collaborative and collective work of its members. To truly represent the entire industry and address its many concerns, it's necessary that we hear from and work diligently with members from different areas, with varying business models and growth strategies.

We understand that, when joining an organization like ours which provides so many products and services to its membership, the process of figuring out "how to get started" or how to take best advantages of our offerings can be a little daunting, but it doesn't have to be. To help you better understand the ways in which you can help your industry and your institution through your involvement in the CBA, we've compiled a short list of some of the opportunities you may want to take immediate advantage of:

Join one of CBA's many **policy and planning committees**. CBA's committees are comprised of bankers with varying ranges of expertise and tenure to ensure a true cross-section of participation. Our committees help assess emerging issues and concerns and also work to craft workable solutions to address them. For example, CBA has committees that address data security, elder financial abuse, state legislation, federal legislation, compliance issues, BSA-specific compliance issues, lending practices, HR trends and product development, just to name a few.

Facilitate discussions and **identify banking trends specific to geographic regions within the state by participating in our regional meetings**. In addition to these regional trend discussions, CBA brings local elected officials to these meetings so that you can learn first-hand what your legislators are most concerned with.

Help the banking industry be heard in both Sacramento and Washington, D.C. by **leading or participating in discussions with elected officials in their district offices**. Legislators tell us consistently that the thing that makes the biggest difference in their decision-making is knowing exactly how it will impact their constituents and that hearing directly from those constituents is crucial. By lending your voice to the banking industry, you can help ensure the passage of laws that help the industry and our state's economy rather than hurt them.

In addition to the district meetings, our members have the opportunity to participate in meetings with elected officials in both Sacramento and Washington, D.C. through our **March on Sacramento and Annual Visit to Washington, D.C.** The hundreds of bankers who participate in these two programs are fully briefed in advance of their meetings with legislators and play an integral role in educating lawmakers and others on issues affecting the industry.

Learn where the industry is headed and about its challenges and opportunities by **participating in CBA's premier professional development programs**. Among our most sought-after and successful annual events are the Bank Presidents Seminar and the Convention of Bank Officers and Directors as well as conferences designed for lenders, HR directors, regulatory compliance officers, bank security, finance officers, risk managers, marketing, and general counsel.

There are dozens of additional training and educational opportunities to address the needs of your employees, regardless of their function or seniority. CBA runs its own Commercial Lending School, and offers timely seminars on topics such as BSA compliance and elder financial abuse. CBA is also the local provider for the complete catalog of self paced and instructo-led online training options from the American Bankers Association's American Institute of Banking (AIB).

If you want to raise the visibility of your bank, you might want to consider participating in CBA's **media training and media outreach programs**. We can help you develop meaningful messages and perfect your delivery to a wide range of audiences, whether it's a local news reporter, an editorial writer, or a TV or radio host.

And just by being a member of CBA, you already have access to a number of **publications prepared specifically to help your institution anticipate and better respond to challenges**.

So... where do you start? Visit us online at www.calbankers.com or call our vice president of Membership Services **Curtis Paullins** at 916/438- 4430, cpaullins@calbankers.com).



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